

STANDARD FORMS AND PROCEDURE FOR GOVERNMENT ADVERTISING

1949
General Regulations No. 109-Revised

General Accounting Office
Office of the Comptroller General
of the United States
Washington 25, January 17, 1949

General Regulations No. 109, dated December 20, 1946, is hereby revised and the following new standard forms and procedure for Government advertising, under the provisions of the act of June 20, 1878, 20 Stat. 216 (44 U.S.C. 322), section 3828, Revised Statutes (44 U.S.C. 324), and paragraph 12 of the act of August 2, 1946, Public No. 600 (60 Stat. 806), will be used in lieu thereof:

Sec.

- 14.1 Standard Forms for Government Advertising
- 14.2 Printing
- 14.3 Statutory Provisions with Respect to Government Advertising
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- 14.6 Composition of Copy
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Sections 14.1 to 14.8, inclusive, issued under the authority contained in sections 309 and 311 (f), 42 Stat. 25; 31 U.S.C. 49 and 52 (f).

Section 14.1 Standard Forms for Government Advertising.

The following new standard forms for Government advertising are hereby prescribed and published for general use throughout the U. S. Government service, in lieu of all other forms of like character now being used for this purpose:

- Standard Form No. 1142-Revised, Statement of Advertising Rates--Original
- Standard Form No. 1142a-Revised, Statement of Advertising Rates--Memorandum
- Standard Form No. 1143-Revised, Advertising Order--Original
- Standard Form No. 1143a-Revised, Advertising Order--Memorandum
- Standard Form No. 1144-Revised, Public Voucher for Advertising--Original
- Standard Form No. 1144a-Revised, Public Voucher for Advertising--Memorandum

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Section 114.2 Printing. (a) The size of the above-prescribed forms will be 8 by 10 $\frac{1}{2}$ inches. The original voucher for advertising, Standard Form No. 1144-Revised, will be printed on the reverse of the original advertising order, Standard Form No. 1143-Revised. The memorandum voucher for advertising, Standard Form No. 1144a-Revised, will be printed on the reverse of the memorandum advertising order, Standard Form No. 1143a-Revised. The statement of advertising rates--original, the advertising order--original, and the voucher for advertising--original, will be printed on white paper. The statement of advertising rates--memorandum, the advertising order--memorandum, and the voucher for advertising--memorandum, will be printed on yellow paper.

(b) No departure from the exact specifications of the standard forms herein prescribed will be permitted, but this will not be construed to prevent a department or establishment from ordering printed on the forms used by it, when more economical and advantageous so to do, the name of the department or establishment and bureau or office, title of official(s) authorized to order publication, title of certifying officer(s), and designation of appropriation or fund chargeable.

(c) Upon receipt of these regulations each department, establishment, and agency is requested to make requisition upon the Public Printer for a supply of the new standard forms estimated to meet its needs, in order that all requisitions submitted may be combined and the forms printed in one edition. However, in the interest of economy, the present supply of unused Standard Forms Nos. 1142, 1142a, 1143, 1143a, 1144, and 1144a on hand in the departments and establishments and at the Government Printing Office will be used until exhausted.

Section 114.3 Statutory Provisions with Respect to Government Advertising. (a) The act of June 20, 1878, 20 Stat. 216 (44 U.S.C. 322), provides, in part, as follows:

"All advertisements, notices, proposals for contracts, and all forms of advertising required by law for the several departments of the Government may be paid for at a price not to exceed the commercial rates charged to private individuals, with the usual discounts; such rates to be ascertained from sworn statements to be furnished by the proprietors or publishers of the newspapers proposing so to advertise. ***"

(b) Section 3828, Revised Statutes (44 U.S.C. 324), provides that--

"No advertisement, notice, or proposal for any executive department of the Government, or for any bureau thereof, or for any office therewith connected, shall be published in any

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newspaper whatever, except in pursuance of a written authority for such publication from the head of such department; and no bill for any such advertising, or publication, shall be paid unless there be presented, with such bill, a copy of such written authority."

(c) Section 12 of the act of August 2, 1946, Public No. 600 (60 Stat. 806), provides, in part, as follows:

"The head of any department may delegate to subordinate Officials *** (3) the authority vested in him by section 3828, Revised Statutes (44 U.S.C. 324), to authorize the publication of advertisements, notices or proposals."

Section 14.4 Statements of Rates. (a) Sworn statements of commercial advertising rates, rendered on Standard Form No. 1142-Revised, and memorandum therefor, Standard Form No. 1142a-Revised, must be furnished by the proprietors, publishers, or authorized representatives of newspapers or other publications in which Government advertisements are placed, to each department and establishment, or bureau or office thereof, advertising, and the rates so furnished shall govern the amount to be paid.

(b) Sworn statements of commercial advertising rates need not be renewed until rates are changed, or unless specially required.

(c) The original statement of advertising rates, Standard Form No. 1142-Revised, must be submitted to the General Accounting Office with the first voucher paid to the publisher for advertising under those rates.

Section 14.5 Delegation of Authority. (a) A delegation by name or position of authority to advertise may be achieved by the issuance of a suitable letter or through the promulgation of suitable regulations, signed by the head of the department or establishment, and should specify the limitations of the authority granted, if any. ~~It may not be redelegated by those to whom it is delegated by the head of the department.~~ But the delegation of the basic authority to authorize advertising having been achieved by such letter or regulation, the administrative duties involved in accomplishing such advertising may be assigned by the official or officials to whom such authority was delegated to subordinates by name or position, by suitable instruments in writing setting forth the extent of the administrative duties involved and authorized to be performed by or through such subordinates. A-18608, November 15, 1948, 28 Comp. Gen. 305.

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(b) Copies of the letter or regulation delegating authority to advertise and of instruments assigning administrative duties thereunder must either be attached to the first voucher submitted for payment and accompany same to the General Accounting Office, or such letter or regulation and instruments assigning administrative duties may be forwarded direct to the Audit Division (in the case of the military establishments to the pertinent subdivision thereof) or the Postal Accounts Division, General Accounting Office, immediately upon the issuance of same.

(c) Standard Form No. 1143-Revised will be signed by the person to whom authority to advertise has been delegated by letter or regulation, or by the person to whom authority to place the advertising order has been assigned by an instrument assigning administrative duties. When the person signing is acting under an instrument assigning him authority as to administrative duties, reference will be made as to date and number of such instrument of assignment in the box on the revised standard form to the left of his signature in addition to the reference to date and number of the letter or regulation delegating authority to advertise by the head of the department or establishment in the box in the upper right corner of the form. The present supply of Standard Form 1143 in the departments and establishments and the Government Printing Office will continue to be used until exhausted, and at the next reprint of the form a box to the left of the line for the signature will be provided thereon for a reference to the instrument of assignment.

Section 14.6 Composition of Copy. Extreme care should be exercised to insure that the specifications for advertising to be set other than solid be definite, clear, and specific since no allowance will be made for paragraphing or for display or leaded or prominent headings, unless specifically ordered, or for additional space required by the use of type other than that specified in the sworn statement of advertising rates on file in the General Accounting Office. Specifications for advertising other than solid will accompany the advertisement copy submitted to the publisher with the advertising order, and copies of both documents will be transmitted to the General Accounting Office with the voucher. A sample of solid line advertisement set up in accordance with the usual Government requirements is shown on Standard Form No. 1143-Revised, Advertising Order.

Section 14.7 Public Voucher for Advertising. The original voucher for advertising, Standard Form No. 1144-Revised, and memorandum therefor, Standard Form No. 1144a-Revised, will be used by publishers as the standard forms on which to bill their charges against all branches

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of the U. S. Government service for advertising published in accordance with official orders therefor stated on the advertising order, Standard Form No. 1143-Revised, printed on the reverse of the original advertising voucher form.

Section 14.8 Proof of Publication. (a) Every account for official advertising rendered should be accompanied by a copy of each issue of the publication in which the advertisement appeared. However, if copies of the publication are not available, it will be satisfactory if an affidavit of publication is furnished in lieu thereof.

(b) Copies of newspapers submitted as proof of publication should not be forwarded to the General Accounting Office as a part of the disbursing officer's account, but should be attached to the memorandum voucher and retained in the administrative accounting office until settlement of the disbursing officer's account, after which they may be disposed of.

LINDSAY C. WARREN

Comptroller General
of the United States

STANDARD FORMS AND PROCEDURE FOR GOVERNMENT ADVERTISING

1950
General Regulations No. 109-Revised
Supplement No. 1

General Accounting Office
Office of the Comptroller General
of the United States
Washington 25, January 2, 1951.

1. In conformity with the provisions of section 5, Public Law 830—81st Congress, approved September 23, 1950, (a) Standard Form No. 1142-Revised, Statement of Advertising Rates - original, and Standard Form No. 1142a-Revised, Statement of Advertising Rates - memorandum, prescribed by General Regulations No. 109-Revised, dated January 17, 1949, are hereby declared obsolete; (b) the following words have been deleted from the authorization to publish, appearing on Standard Form No. 1143-Revised, Advertising Order - original, and Standard Form No. 1143a-Revised, Advertising Order - memorandum:

"charges for the same do not exceed the sworn rates on file or to be filed in this department or establishment and such";

and (c) under "Instructions to Publishers", on both Standard Forms Nos. 1143-Revised and 1143a-Revised, the entire first paragraph has been deleted, and the second paragraph has been revised by the omission of the following words appearing on lines three and four:

"in the sworn statement of advertising rates on file in the General Accounting Office".

2. The certification of the payee appearing on Standard Form No. 1144-Revised, Public Voucher for Advertising, is hereby amended to read:

"I certify that the above account is correct and just and that payment therefor has not been received."

3. General Regulations No. 109-Revised, dated January 17, 1949, is hereby amended to conform with the above.

4. Each department, establishment, or agency is requested to make immediate requisition upon the Public Printer for a supply of the standard forms herein revised which is estimated to meet its needs, upon receipt of which the use of the superseded forms will be discontinued.

LINDSAY C. WARREN

Comptroller General
of the United States

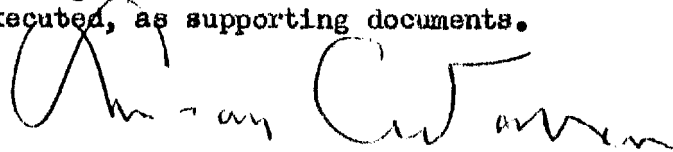
STANDARD FORMS AND PROCEDURE FOR GOVERNMENT ADVERTISING

1 9 5 1
General Regulations No. 109-Revised
Supplement No. 2

General Accounting Office
Office of the Comptroller General
of the United States
Washington 25, August 27, 1951.

Section 14.7, Public Voucher for Advertising, of General Regulations No. 109-Revised, dated January 17, 1949, is hereby augmented by the following:

In those cases where multiple bills or invoices are received from a single newspaper publisher for advertisements over an extended period of time and no objection is raised by such publisher to making a single payment therefor, such may be processed for payment on a Standard Form No. 1034-Revised, Public Voucher for Purchases and Services Other Than Personal, attaching the said Standard Forms No. 1144-Revised, properly executed, as supporting documents.



Comptroller General
of the United States